

FORM PTO-1449
(REV. 7-80)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO. 065525.0121

SERIAL NO. 08/935,116

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

APPLICANT David W. Deaton, et al. #10

FILING DATE 09/22/97

GROUP 2781
2162

NOV 19 1998

U.S. PATENT DOCUMENTS

*EXAMINER													FILING DATE
	AA												
	AB												
SMG	AC	2	9	9	5	7	2	7	8/8/61	Quade	340	149	
SMG	AD	3	3	1	6	5	3	6	4/25/67	Andrews, et al.	340	146.3	
SMG	AE	3	4	6	5	2	8	9	9/2/69	Klein	340	149	
SMG	AF	3	5	2	8	0	5	8	9/8/70	Bond	340	146.3	
SMG	AG	3	5	3	5	6	8	2	10/20/70	Dykaar, et al.	340	146.3	
SMG	AH	3	5	7	6	5	3	9	4/27/71	Huber	340	152	
SMG	AI	3	6	0	5	0	9	2	9/14/71	Richard	340	146.3	
SMG	AJ	3	6	2	9	8	2	9	12/21/71	Ordower	340	146.3	
SMG	AK	3	7	8	6	4	2	1	1/15/74	Wostl, et al.	340	149	

FOREIGN PATENT DOCUMENTS

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(1)	AL	5	9	1	8	4	9	6	5(A)	Japan			✓	
(1)	AM	5	8	1	7	8	4	7	5(A)	Japan			✓	
(1)	AN	5	8	1	5	5	4	7	5(A)	Japan			✓	
(1)	AO	5	9	9	4	1	6	6	(A)	Japan			✓	
(1)	AP	5	5	4	7	5	6	0	(A)	Japan			✓	

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	AR		"Front End Electronic Marketing Frequent Shopper & Other Programs" Food Marketing Institute, 1991, Carlene A. Thissen.
	AS		"Perspectives on Electronic Marketing with Emphasis on Promotion Inside Supermarkets", Food Marketing Institute, 1990, Carlene A. Thissen.
no fee 8-11-94 (2)	AT		"What's New in Supermarket Promotion", New York Times, June 18, 1989, Lynette D. Hazeltorn.

EXAMINER Steve Gavini

DATE CONSIDERED 6-5-01

*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

(1) not cited/submitted in parent applications + no copy per 37 CFR 1.98

(2) not considered in parent applications and no fee per 37 CFR 1.97 for consideration in parent app

FORM PTO-1449 (REV. 7-80)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. 065525.0121		SERIAL NO. 08/935,116	
INFORMATION DISCLOSURE CITATION <small>(Use separate sheets if necessary)</small>				APPLICANT David W. Deaton et al.			
				FILING DATE 09/22/97		GROUP 2781 2162	

U.S. PATENT DOCUMENTS													
*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE							
SMH	AA 3 8 3 3 8 8 5	9/3/74	Gentile, et al.	340	152								
SMH	AB 3 8 7 6 9 8 1	4/8/75	Welch	340	146.3								
SMH	AC 3 9 1 4 7 8 9	10/21/75	Coker, Jr., et al.	360	2								
SMH	AD 3 9 4 1 9 7 7	3/2/76	Voss, et al.	235	61.7								
SMH	AE 3 9 8 7 4 1 1	10/19/76	Krukltitis, et al.	340	146.3								
SMH	AF 4 0 1 5 7 0 1	4/5/77	Templeton	197	127								
SMH	AG 4 0 2 7 1 4 2	5/31/77	Paup, et al.	235	61.9								
SMH	AH 4 0 5 3 7 3 5	10/11/77	Fondos	235	61.9								
SMH	AI 4 0 6 3 0 7 0	12/13/77	Delarue, et al.	235	474								
SMH	AJ 4 0 8 7 7 8 9	5/2/78	Beery	340	146.3								
	AK 4 0 8 8 8 7 9	5/9/78	Banka, et al.	235	449								

FOREIGN PATENT DOCUMENTS									
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* (1)	AL 5 6 2 7 4 6 8	(A)	Japan				✓		
* (1)	AM 5 2 1 6 9 4 1		Japan						
	AN								
	AO								
	AP								

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)		
110 fee (2) 3-11-94	AR	"In this Computer Age, Who Needs Coupons", New York Times, June 15, 1989, Michael Freitag.
110 fee (2) 3-11-94	AS	"A New Dimension in Marketing", Progressive Grocer, Vol. 66, No. 5, May 1987, pp 133-134, 136, Ronald Tanner.
* (1)	AT	Lena H. Sun, "Checking Out The Customer," The Washington Post, Sunday, July 9, 1989.

EXAMINER <u>Steve Sharini</u>	DATE CONSIDERED <u>6-5-01</u>
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* (1) see note (1) on sheet 1 of 13
 * (2) see note (2) on sheet 1 of 13

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PATENT AND TRADEMARK OFFICE

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APPLICANT David W. Deaton, et al.

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U.S. PATENT DOCUMENTS

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SMG	AA	4	1	0	7	6	5	3		8/15/78	Krukltis	340	146.3	
SMG	AB	4	1	2	7	7	7	0		11/28/78	Baader	235	474	
SMG	AC	4	1	4	3	3	5	6		3/6/79	Nally	340	146.3	
SMG	AD	4	1	4	8	0	1	0		4/3/79	Shiau	340	146.3	
SMG	AE	4	1	7	6	7	8	3		12/4/79	Eppich	235	474	
SMG	AF	4	2	0	8	5	7	5		6/17/80	Haltof	235	380	
SMG	AG	4	2	4	5	2	1	1		1/13/81	Kao	340	146.3	
SMG	AH	4	2	6	0	8	8	0		4/7/81	Thomas	235	454	
SMG	AI	4	2	7	7	6	8	9		7/7/81	Thomas, et al.	250	567	
SMG	AJ	4	3	5	6	4	7	2		10/26/82	Ku, et al.	340	146.3	
SMG	AK	4	3	8	0	7	3	4		4/19/83	Allerton	324	225	

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														YES	NO
	AL														
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	AP														

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

* (1)	AR	"UKROP's Test Data Base Marketing Program Electronic Couponing Tracks Buying Behavior of Valued Customers", Chain Store Age Executive, September, 1987.
* (1)	AS	"Grocery Stores Copy Airlines With Frequent Flyer Bonuses", Wall Street Journal 3 Star, Eastern, August 7, 1986.
	AT	

EXAMINER

Steve Gharini

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* see note (1) for sheet (1) of 13

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*EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SMG	AA	4	3	8	1	4	9	4	4/26/83	Wisner	382	64	
SMG	AB	4	3	9	9	5	5	3	4/16/83	Toyama	382	7	
SMG	AC	4	4	0	4	6	4	9	9/13/83	Nunley, et al.	364	900	
SMG	AD	4	4	3	9	6	7	0	3/27/84	Basset, et al.	235	382	
SMG	AE	4	4	4	1	2	0	4	4/3/84	Hanna	382	7	
SMG	AF	4	4	5	3	0	7	4	6/5/84	Weinstein	235	380	
SMG	AG	4	5	1	0	6	1	5	4/9/85	Rohrer	382	7	
SMG	AH	4	5	2	3	3	3	0	6/11/85	Cain	382	7	
SMG	AI	4	5	4	7	8	9	9	10/15/85	Nally, et al.	382	7	
SMG	AJ	4	6	1	7	4	5	7	10/14/86	Granzow, et al.	235	379	
SMG	AK	4	6	2	8	1	9	4	12/9/86	Dobbins, et al.	235	379	

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Group 2700

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

* (1)	AR	"S & H, Saffer Reward Frequent Shoppers", Advertising Age, March 16, 1987, p. 22.
* (1)	AS	"Frequent Buyer Programs Get Off the Ground", Dairy Foods, November 1989, p. 64
* (1)	AT	"Giant to Test Supermarket Cash Rebates", Washington Post, June 14, 1989, pp. A1, A32.

EXAMINER

Steve Levine

DATE CONSIDERED

6-5-01

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APPLICANT David W. Deaton, et al.

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FILING DATE 09/22/97

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SMG	AA	4	6	7	8	8	9	5		7/7/87	Tateisi, et al.	235	379	
SMG	AB	4	7	2	3	2	1	2		2/2/88	Mindrum, et al.	364	401	
SMG	AC	4	7	7	6	0	2	1		10/4/88	Ho	382	7	
SMG	AD	4	8	1	0	8	6	6		3/7/89	Lord, Jr.	235	379	
SMG	AE	4	9	1	0	6	7	2		3/20/90	Off, et al.	364	405	
SMG	AF	4	0	5	3	7	3	7		10/11/77	Lafevers, et al.	235	61.11	
SMG	AG	4	1	4	3	3	5	5		3/6/79	MacIntyre	340	146.3	
SMG	AH	4	3	9	6	9	0	2		8/2/83	Warthan, et al.	382	64	
SMG	AI	4	5	4	7	7	8	0		10/15/85	Cummins	346	9	
SMG	AJ	4	7	4	8	6	7	3		5/31/88	Barre, et al.	382	7	
SMG	AK	4	7	9	7	9	3	8		1/10/89	Will	382	7	

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

* (1)	AR		"Quaker's Direct Hit", Direct Marketing, Volume 53, No. 9, page 52, January 1991.
	AS		
	AT		

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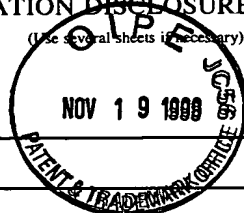
SERIAL NO. 08/935,116

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2162

U.S. PATENT DOCUMENTS

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Smg	AA	4	8	0	9	3	5	1	2/28/89	Abramovitz, et al. ✓	382	59	
Smg	AB	4	8	8	2	6	7	5	11/21/89	Nichtberger, et al. ✓	364	401	
Smg	AC	4	8	9	7	8	8	0	1/30/90	Wilber, et al. ✓	382	13	
Smg	AD	4	9	4	9	2	5	6	8/14/90	Humble ✓	364	401	
Smg	AE	4	9	7	5	8	4	1	12/4/90	Kehnemyi, et al. ✓	364	401	
Smg	AF	5	0	1	0	4	8	5	4/23/91	Bigari ✓	364	408	
Smg	AG	5	0	1	4	3	2	4	5/7/91	Mazumder ✓	382	7	
Smg	AH	5	0	5	3	6	0	7	10/1/91	Carlson, et al. ✓	235	379	
Smg	AI	5	0	5	3	9	5	5	10/1/91	Peach, et al. ✓✓	364	401	
Smg	AJ	5	0	5	4	0	9	2	10/1/91	LaCaze ✓	382	11	
ST	AK												

FOREIGN PATENT DOCUMENTS

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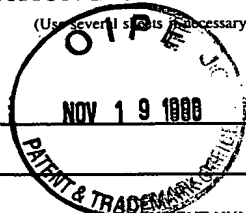
APPLICANT David W. Deaton, et al.

#10

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U.S. PATENT DOCUMENTS

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SMG	AA	5	0	7	0	4	5	2	12/3/91	Doyle, Jr., et al.	364	401	
SMG	AB	5	0	9	1	6	3	4	2/25/92	Finch, et al.	235	375	
SMG	AC	4	5	5	4	4	4	6	11/19/85	Murphy, et al.	235	487	
SMG	AD	4	6	7	0	8	5	3	6/2/87	Stepien	364	70	
SMG	AE	4	6	7	4	0	4	1	6/16/87	Lemon, et al.	364	401	
SMG	AF	4	7	0	3	4	2	3	10/27/87	Bado, et al.	364	400	
SMG	AG	4	7	2	2	0	5	4	1/26/88	Yorozu, et al.	364	401	
SMG	AH	4	7	5	0	1	1	9	6/7/88	Cohen, et al.	364	401	
SMG	AI	4	7	9	1	2	8	1	12/13/88	Johnsen, et al.	235	383	
SMG	AJ	4	8	8	5	6	8	5	12/5/89	Wolfberg, et al.	364	401	
SMG	AK	4	9	0	8	7	6	1	3/13/90	Tai	364	401	

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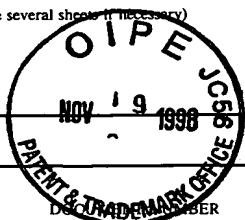
INFORMATION DISCLOSURE CITATION

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SAM	AA	4	9	4	1	0	9	0		7/10/90	McCarthy	364	405	
SAM	AB	4	8	8	7	2	0	7		12/12/89	Natarajan	364	401	
SAM	AC	5	0	0	8	5	1	8		04/16/91	Taussig et al.	235	383	
SAM	AD	5	0	9	5	1	9	5		03/10/92	Harman et al.	235	381	
SAM	AE	5	1	2	8	5	2	0		07/07/92	Rando et al.	235	375	
SAM	AF	5	1	7	3	8	5	1		12/22/92	Off et al.	364	401	
SAM	AG	5	1	8	5	6	9	5		02/09/93	Pruchnicki	364	401	
#(2)	AH	5	2	4	9	0	4	4		09/28/93	Von Kohorn	358	86	
#(2)	AI	5	2	4	5	5	3	3		09/14/93	Marshall	364	401	
#(2)	AJ	5	2	5	3	3	4	5		10/12/93	Fernandes et al.	395	275	
#(2)	AK	5	2	5	1	1	5	2		10/05/93	Notess	364	550	

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EXAMINER

Steve Shavitt

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#(2) see note (2) sheet 1 of 13

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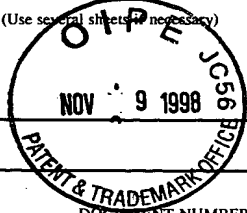
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APPLICANT David W. Deaton, et al.

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
* (2)	AA 5 2 4 5 1 6 4	09/14/93	Oyama ✓	235	379	
	AB					
* (2)	AC 4 8 2 5 0 4 5	04/25/89	Humble ✓	235	383	
* (2)	AD 4 8 3 3 3 0 8	05/23/89	Humble ✓	235	383	
	AE					
	AF					
	AG					
	AH 5 2 3 7 4 9 6	08/17/93	Kagami, et al. ✓	364	Group 1 2700	
Sm4	AI 5 0 2 5 3 7 2	06/18/91	Burton, et al.	364	406	
Sm4	AJ 5 1 1 7 3 5 5	05/26/92	McCarthy	364	405	
Sm4	AK 5 2 0 2 8 2 6	04/13/93	McCarthy	364	405	

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	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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EXAMINER

Steve Dravini

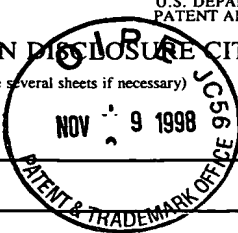
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Sheet 10 of 13

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SMK	AA	3	9	4	9	3	6	3	04/06/76	Holm	340	146.3D							
SMK	AB	4	2	0	1	9	7	8	05/06/80	Nally	340	146.3C							
SMK	AC	4	7	9	9	1	5	6	01/17/89	Savit et al.	364	401							
SMK	AD	4	9	3	3	5	3	6	06/12/90	Lindemann, et al.	235	375							
SMK	AE	4	9	8	2	3	4	6	01/01/91	Girouard, et al.	364	550							
SMK	AF	5	0	4	0	2	2	6	08/13/91	Elischer, et al.	382	7	RECEIVED						
SMK	AG	5	0	7	7	8	0	5	12/31/91	Tan	382	7	NOV 25 1998						
SMK	AH	5	2	0	1	0	1	0	04/06/83	Deaton, et al.	382	7	Group 2700						
	AI																		
	AJ																		
	AK																		

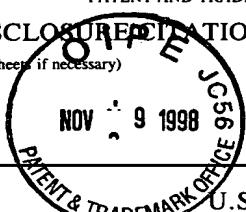
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)		
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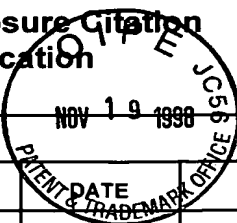
EXAMINER <i>Steve Shovini</i>	DATE CONSIDERED 6-5-01
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*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

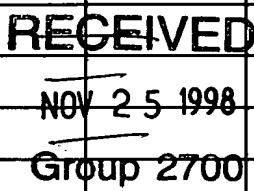
Sheet 11 of 13

<div style="display: flex; justify-content: space-between;"><div>FORM PTO-1449 (REV. 7-80)</div><div>U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE</div></div> <div style="text-align: center;">INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)</div> <div style="text-align: center;"></div>										ATTY. DOCKET NO. 065525.0121		SERIAL NO. 08/935,116		
										APPLICANT David W. Deaton, et al. #10				
										FILING DATE 09/22/97		GROUP 2781 262		
U.S. PATENT DOCUMENTS														
*EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA													
SMG	AB	4	8	2	1	1	8	6	04/01/89	Munakata, et al.	364	405		
SMG	AC	3	9	5	9	6	2	4	05/25/76	Kaslow	235	61.11E		
SMG	AD	4	1	2	4	1	0	9	11/07/78	Bissell, et al.	194	4R		
SMG	AE	4	3	3	2	3	2	5	06/01/82	Manizza	206	216		
SMG	AF	4	6	7	6	3	4	3	06/30/87	Humble, et al.	186	61	NOV 25 1998	
SMG	AG	5	3	1	0	9	9	7	05/10/94	Roach, et al.	235	305	Group 2700	
SMG	AH	5	1	7	9	3	7	5	01/23/93	Dick, et al.	340	825.51		
SMG	AI	4	9	7	2	5	0	4	11/20/90	Daniel, Jr., et al.	455	2		
	AJ													
	AK													
FOREIGN PATENT DOCUMENTS														
		DOCUMENT NUMBER								DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES NO
	AL													
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	AP													
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)														
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EXAMINER <i>Steve Grann</i>										DATE CONSIDERED 6-8-01				
*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.														

PTO-1449 Information Disclosure Citation in an Application		Application No. 08/935,116		Applicant(s) David W. Deaton, et al.	
Docket Number 065525.0121		Group Art Unit 2781 2162		Filing Date 09/22/97 #10	



U.S. PATENT DOCUMENTS							
		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
SMK	A	5,237,620	08/17/93	Deaton, et al.			
SMK	B	5,305,196	04/19/94	Deaton, et al.			
SMK	C	5,327,508	07/05/94	Deaton, et al.			
SMK	D	5,388,165	02/07/95	Deaton, et al.			
SMK	E	5,353,218	10/04/94	De Lapa, et al.			
SMK	F	5,430,644	07/04/95	Deaton, et al.			
SMK	G	5,448,471	09/05/95	Deaton, et al.			
SMK	H	5,592,560	01/07/97	Deaton, et al.			
SMK	I	5,621,812	04/15/97	Deaton, et al.			
SMK	J	5,638,457	06/10/97	Deaton, et al.			
SMK	K	5,642,485	06/24/97	Deaton, et al.			
SMK	L	5,644,723	07/01/97	Deaton, et al.			
SMK	M	5,649,114	07/15/97	Deaton, et al.			



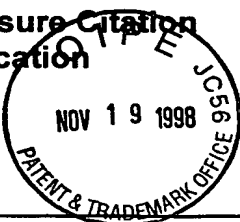
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SMK	O	EP0512509A	11/11/92	EPC			
	P						
	Q						
	R						

NON-PATENT DOCUMENTS			
		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
SMK	S	"Catalina Marketing Unveils New Supermarket Continuity Programs" and "Checkout Direct", <i>Point of Scan - The Newsletter of Electronic Marketing</i> , pp. 1-2.	01/1991
SMK	T	"Frequency Programs: Cashing in on Promotions," by Catalina Marketing Corporation, presented at The Marketing Institute, pp. 1-38	09/11/90
SMK	U	"Der Glaeserne Verbraucher," by E. Schmidt, <i>Elektronik</i> , Vol. 40, No. 23, pg. 42-45 (with English Translation)	11/12/91

EXAMINER <div style="text-align: center; font-family: cursive;">Steve Savini</div>	DATE CONSIDERED <div style="text-align: center;">6-5-01</div>
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PTO-1449 Information Disclosure Citation in an Application	Application No. 08/935,116	Applicant(s) David W. Deaton, et al.	
	Docket Number 065525.0121	Group Art Unit 2781 2162	Filing Date 09/22/97



#10

U.S. PATENT DOCUMENTS

		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
SM	V	5,659,469	08/19/97	Deaton, et al.			
	W						
	X						
	Y						
	Z						
	AA						
	BB						
	CC						
	DD						
	EE						
	FF						
	GG						
	HH						

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Group 2700

FOREIGN PATENT DOCUMENTS

		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	II							
	JJ							
	KK							
	LL							
	MM							

NON-PATENT DOCUMENTS

		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
SM	NN	"Electronic Coupons", by David Goldsmith, Target Marketing, North American Publishing Co.	07/87
SM	OO	"Catalina Marketing Corp. Outmaneuvers Citicorp POS", News Release, PR Newswire.	06/16/89
SM	PP	"In-Store Computer Terminals, A Super Marketing Device", by Carole Sugarman, The Washington Post.	05/28/86

EXAMINER

Steve Chanin

DATE CONSIDERED

6-5-01

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